

TRADE AT F. M. PERKINS' STORE. IT'S SAFE.

A CHRISTMAS GIFT

For Your Children
FREE

For a Three Months Subscription paid in advance to

The St. Louis Times

Oh, You Great Big Beautiful Doll! WONDERFUL!



Clip Coupon Below and Get All These Wonderful Indian Dolls

We can't begin to tell you, or make a picture fine enough to show you how gorgeously beautiful the wonderful dolls really are. You must see them in order to appreciate their sweet, pretty faces and the bright, rich colors of their native costumes.

These dolls are beautifully and brilliantly lithographed in many colors on heavy cloth, all ready for cutting out and stuffing and when stuffed, the limbs are movable permitting the dolls to be placed in all sorts of positions.

Mail This Coupon Today
Publisher The St. Louis Times,

St. Louis, Mo.
Enclosed please find 75 cents. Please mail to my address The St. Louis Times for three months and the three Indian Dolls as per your offer above.

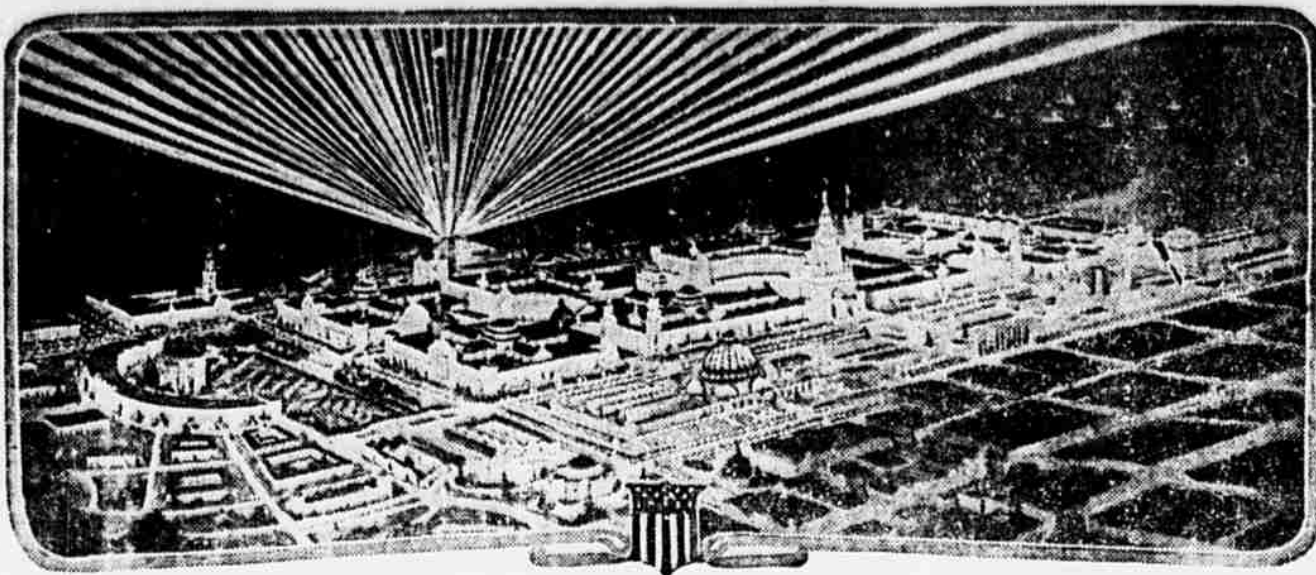
Name _____

Town _____ State _____

Name of party to whom dolls shall be sent _____

75 cents—send postal order—not stamps. Return this coupon with your order.

PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915



Copyright, 1915, by Panama-Pacific International Exposition.

THE night panoramic view of the Exposition shown above gives but a faint idea of the magnificent picture which will be presented. The wonderful electrical illumination that is planned will make not only the grounds and buildings of the Exposition as light as the bright California sunshine, but will include all the beauties of the bay and city. The progress of electrical lighting science makes possible a far more brilliant night effect than has ever been known before. In fact, scientific developments in all lines will be utilized to make the Panama-Pacific International Exposition fully one hundred per cent greater and grander than any other world exposition ever held.

A Striking Feature for Our Readers

Diversification on Southern Farms

By G. H. ALFORD

IT is with great satisfaction that we announce the early publication of the first of a series of twelve articles on this very important subject in which every reader is intensely interested.

¶ The fact that the series is written by G. H. Alford is sufficient guarantee to every southern reader of its value. Mr. Alford has devoted a lifetime to the study of agricultural conditions in the South, and his advice and counsel are always appreciated by the southern people.

¶ We urge every reader not to miss the first or any succeeding article of this series.

THE BEST TIME TO ADVERTISE

By BERT M. MOSES
President Association of American Advertisers.

There is a popular saying that runs something like this:

"The best time to advertise is all the time."

Like most sayings this sounds clever. This one is misleading and untrue.

The best time to advertise is determined by weighing, analyzing, sifting and finally adopting a method that common sense shows will fit nicely into your requirements.

My business happens to be one which does not justify the use of large space.

Two or three inches single column is about the limit of the present advertisement.

A small space like that will show to best advantage on days when the fewest ads appear.

So the first question I ask the publisher is this:

"What days in the week do the department stores use the least space?"

When I learn what these days are, I take the other days of the week.

This helps both the publisher and me.

He is anxious to get copy on days when the advertising is light, and I get the best positions on those days.

If you happen to have a seasonable article, the time to advertise it is when it is needed—that is so plain that to tell it here seems silly.

Department stores, clothiers, hat-makers, and other merchants find it desirable to advertise most at that period in the week when the help in factories receive their pay.

One of the fallacies which has become more or less fixed is the idea that it doesn't pay to advertise in the summer.

It would be just as logical to say people stop breathing in the summer time as to say they stop buying then.

Hans Wagner, the great ball player, when asked the secret of his success in batting, replied:

"I hit 'em where they ain't."

So one of the good times to advertise is when the others are not advertising.

The first mission of an advertisement is to be seen.

Run your eye over this self-same paper, and note how some ads stick out, while others don't.

This object lesson is under your eyes every day, and you can learn better by observing how others do it than I can tell you.

Attention, however, isn't the whole thing, because it must be favorable attention, or the reader will not stop and read.

The old idea of using a startling headline, or saying something outlandish and bizarre, has gone the way of other foolish things.

A freakish ad. has the same effect as a loud vest on a man.

Neither the ad. nor the man will make you feel like giving up your money.

The best time to advertise has got to be figured out on the basis of common sense, and no one can tell you so well as you can tell yourself by trying out your own ideas.

The best advertisement is that which is as plain and simple as you can possibly make it.

Fine writing is not so effective as facts.

Go right to the heart of the theme with the first word, get the thing said quickly, and then stop.

Josh Billings told it all in this gem: "I don't care how much a man talks if he only sez it in a few words."

No Wonders.

"My husband has never spoken a cross word to me."

"You lucky woman! How long have you been married?"

"Nearly two weeks."—Chicago Record.

The Socialist says it does not put its "imprint" on its work, because it has one of the FINEST printing offices in the United States. Well, the Herald has a pretty good office and does work for people everywhere, but there are some mighty fine offices in the United States, some of them costing more than the entire assessed valuation of the city of Hayti, and if we owned one of the finest offices in the United States we would have no business in Hayti—we would be in St. Louis, Chicago or New York. The Hayti Herald places its imprint on the work it turns out to show where the work was done—that the Herald did the work, because the people are our friends, and they take especial pleasure in patronizing the business people who patronize the Herald. The Herald imprint means business for our patrons. We have nothing to conceal. We are proud of our customers and they are proud of us. If they had to sneak under cover to give us their business we would not want it.

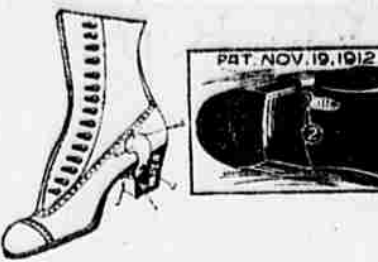
Rube Akers of Caruthersville, whom we had not met in 28 years, was in this city Saturday, and knew us on the streets. When we first met him, we were on a stage boat, running off the Forked Deer river in Tennessee, in 1885.

Is there a merchant in Hayti who would pay as much for a 500 barrel of pickles as he would for an 800 barrel; would he pay as much for 50 yards of calico as he would 500 yards? Yet some of these same merchants have laid down all business sense in placing their advertising in the Socialist, the sheet with no bona fide circulation. The Herald list of subscribers is open for inspection—come and see it. Could a merchant expect to sell goods if the customer had to pay for them without seeing them? Not much! It is just as foolish to presume that the advertiser should buy advertising space without seeing the actual list of subscribers and knowing that it is bona fide. The price of advertising is based entirely upon the circulation, just the same as the merchant weighs 16 ounces of sugar to the pound—no customer would accept 8 ounces for a pound. This is so plain that even a child can understand it.

PATENTS

Promptly obtained in all countries ON NO FEE. TRADE-MARKS, Caveats and Copyrights registered. Send sketch, Model or Photo, for FREE REPORT on patentability. Patent practice exclusively. BANK REFERENCES. Send 2 cents in stamps for invaluable book on HOW TO OBTAIN AND SELL PATENTS. Which one will pay, how to get a partner, patent law and other valuable information.

D. SWIFT & CO.
PATENT LAWYERS,
303 Seventh St., Washington, D. C.



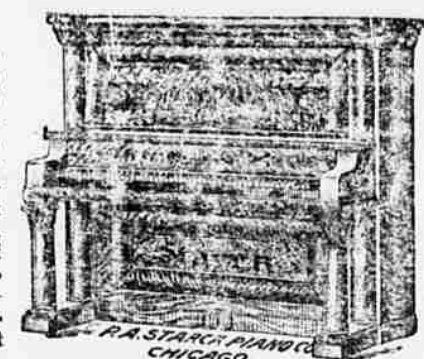
NEWLY PATENTED.

Those not needing it don't wear shoes. Protects several different ways and saves many times its cost. Sample, prepaid, 15c. U. S. SHOE PROTECTOR MFG. CO. Charleston, Missouri.

Starck Pianos



No Money in Advance—Satisfaction Guaranteed—Lowest Net Factory Prices—Easiest Terms—A Saving of \$100 to \$200 From Factory Direct



30 DAYS' FREE TRIAL IN YOUR OWN HOME

We will ship you a beautiful Starck Piano for 30 days' free trial, in your home. No cash payment required. All we ask is that you will play upon, use and test this piano for 30 days. If, at the end of that time, you do not find it the highest grade, sweetest toned and finest piano in every way, that you have ever seen for the money, you are at perfect liberty to send it back, and we will, in that event, pay the freight both ways. This Starck Piano must make good with you, or there is no sale.

Save \$150.00 or More

We ship direct to you from our factory, at prices that save you upwards of \$150.00 in the cost of your piano. We guarantee to furnish you a better piano for the money than you can secure elsewhere. You are assured of receiving a satisfactory sweet toned durable high grade piano.

Easy Payments

You pay no cash down, but after 30 days of trial, you can begin payment on the lowest, easiest terms ever suggested by a piano manufacturer. These terms are arranged to suit your convenience, and it is possible for you to buy a piano for your home, without missing the money.

25-Year Guarantee

Every Starck Piano is guaranteed for 25 years. This guarantee has been a part of it for 35 years of piano experience, and the reputation of an old-established, responsible piano house.

50 Free Music Lessons

To every purchaser of Starck Pianos, we give free music lessons, in one of the best known schools in Chicago. These lessons you can take in your own home, by mail. This represents one year's free instruction.

2nd-Hand Bargains

We have constantly on hand a large number of slightly used and second-hand pianos of all standard makes taken in exchange for new Starck Pianos and Player Pianos. The following are a few sample bargains:

Weber\$110.00
Steinway 92.00
Chickering 90.00
Kimball 95.00
Starck 195.00

Send for our latest complete second-hand bargain list.

Starck Player-Pianos

Starck Player-Pianos are the best and most beautiful Player-Pianos on the market. You will be delighted with the many exclusive features of these wonderful instruments, and will be pleased with the very low prices at which they can be secured.

Piano Book Free

Send today for our new beautifully illustrated piano book, which gives you a large amount of information regarding pianos. This book will interest and please you. Write today.

P. A. STARCK PIANO CO., 1336 Starck Bldg., CHICAGO

Big Bargain in Magazines!

The Hayti Herald and a Club of Four Standard Magazines, all 5 one year, only

\$1.28

Take Your Choice of Either Club

CLUB NO. 1

TODAY'S MAGAZINE (with free pattern)
FARM PROGRESS
FARM LIFE
KANSAS CITY WEEKLY STAR

CLUB NO. 2

TODAY'S MAGAZINE (with free pattern)
WOMAN'S WORLD
HOME LIFE
GENTLEWOMAN



WOMAN'S WORLD—Chicago. Monthly. Illustrated, 32 to 52 pages. 25c a year. "The magazine of two millions"; clean, high class and well printed. The most popular of the family magazines and a great favorite with all classes of readers.

HOME LIFE—Chicago. Monthly. Illustrated, 24 to 48 pages. 25c a year. Publishes several good serials every year and many short stories. Its household department is practical and interesting. A favorite magazine in a million homes.

GENTLEWOMAN—"The Woman's National Monthly"—Miles a special feature of fancy work—Publishes many interesting short stories and serials.

FARM PROGRESS—Published at St. Louis, Mo. The best semi-monthly farm paper in the great southwest. It is well printed, illustrated and full of practical help for practical farmers.

KANSAS CITY WEEKLY STAR—The ideal weekly newspaper. A favorite for years with hundreds of thousands of subscribers in the southwest. Gives a carefully condensed weekly news service and has many interesting literary features.

FARM LIFE—Chicago. Monthly. Illustrated, 24 to 26 pages. 25c a year. One of the leading national farm magazines, with a growing circulation of more than 30,000.

This is the biggest bargain in the best reading matter ever offered to our subscribers. It includes our paper—the best weekly published in this part of the state—and four Magazines of national prominence, sample copies of which may be seen at our office. We have never sold our paper at less than regular price. But on account of the splendid contract we have made with these big publications we are able to give our readers the four magazines with our paper, all one year, for just a few cents more than the regular price of our paper alone.

Send us your order right away, give it to our representative or call and see us when you are in town. As soon as you see these clean, beautiful, interesting magazines you will want them sent to your own home for a year.

Send or Bring Your Order to THE HAYTI HERALD.



A Merry Christmas to All

At this time of year our spirits boom high—we feel bright and cheery—everybody's a good fellow and we say "Merry Christmas" to all. Those electrical words "Merry Christmas" mean much. They spread the glorious spirit of Christmas-tide beyond our friends to their friends, creating kindly feelings, making us forget our troubles, inspiring us with all that is good, and tightening the bonds of friendship whenever they are spoken.

Why not use the Bell Telephone to send your Christmas greetings this year?



The Southwestern Telegraph and Telephone Company